




CSIR-CLRI
 presents
 The
Great **VANIYAMBADI**
 Leather Colour
 Trend
 Presentation
 Spring Summer **2015**
 &
 Autumn Winter **15/16**




Council for Leather Exports (SR)
 supported by
Vaniyambadi Tanners Association (VTA)
 Date:
Tuesday, 25th February 2014
 Timing:
10.30 AM to 1.30 PM
 Venue:
**Conference Hall of VANITEC Ltd.
 Valayambut, Vaniyambadi**



CSIR-CLRI @ CLE AWARENESS PROGRAMME

VANIYAMBADI, 25th February 2014

A Report

In its constant endeavours of reaching out to the Members in the various clusters, the **Southern Region Chapter of the Council for Leather Exports** organized an "Awareness Programme" on **Tuesday, 25th February 2014**, for its Members in the **Vaniyambadi Cluster** with the **support of Vaniyambadi Tanners Association in Vanitec Limited, Vaniyambadi**.

Shri T Md. Mubeen, Honorary General Secretary, Vaniyambadi Tanners Association (VTA) welcomed the gathering and was very appreciative of the efforts of the Council for Leather Exports (CLE) in organizing the "Awareness Programme" in Vaniyambadi. He said that it was an important session and all the members from the region would benefit greatly from the 'multi subject' presentations.



Shri Mubeen was effusive in his praise for Shri PR Aqeel Ahmed, Regional Chairman (SR), Council for Leather Exports for his keen interest in all the Industry endeavours and for being instrumental in the Infrastructural Development for the industry. He also lauded him for ensuring Industry's adherence to various compliances and added that they were necessary for the industry which was undergoing changes on a day-to-day basis. The Hony. General Secretary of the VTA expressed his delight at the august presence of both the Chairman of the CLE (SR) and the Executive Director, Council for Leather

Exports, Shri R Ramesh Kumar, IAS. He stressed on the Sheep Skin expertise of the Vaniyambadi Tanners and in this context stated that the MODEUROP endeavour was very important to their members and wholeheartedly welcomed the Team CSIR-CLRI members. Elaborating, he said, that the back-bone of the Leather Industry are the Tanneries and added that while we have a lot of 'wish-bone', the wish-bone needs to be strengthened for the back-bone. He emphasized that the Tanneries needed to be strengthened and requested the Council for Leather Exports to focus on "Image Building" exercise.

Shri Mubeen underlined that the Vaniyambadi Tanneries followed the stringent norms of the Government and highlighted that they do not have a level playing field and there was a bad trend of singling out the Tanneries from Tamil Nadu in comparison with other places. He also suggested that there should be a Bench Mark or Carbon Credits for their efforts in this direction which would enable the foreign buyers to know that the rules were being followed and which would also assist in the Cost factor for their leathers.

Touching on the Zero Liquid Discharge (ZLD) technology implementation, he said that over Rs 100 crores were earmarked for this scheme to ensure adherence to Environmental Norms and suggested that a cost-benefit analysis be carried out. Shri Mubeen also recalled the recent visit of Dr. T Ramasami, Secretary, Department of Science and Technology (DST) who discussed the sustainability of 'Evaporators' in the Leather industry and requested CSIR-CLRI and the CLE to look into the 'salt' issue and suggest solutions for long term progress of the Leather Industry.

Concluding, Shri Mubeen, welcomed the gathering once again and said that "Bad times Make You Stronger; Good Times Keep You Going."



Shri VP Naimur Rahman, Trustee, Vaniyambadi Tanners Association said that it was a proud privilege to host so many distinguished dignitaries in Vaniyambadi and wished that this would help in the re-doing and restructuring of the Vaniyambadi Tanning Industry.

The Leather Sector was very lucky to have the 'Skill Development Programme' because both the Leather as well as the Leather Product Sector needed skilled manpower. He complimented Shri Habib Hussain, Director, Leather Sector Skill Council for getting this programme started in the Leather industry and exhorted all the Members to fully avail the programme and derive maximum benefit from it. He lamented the Pessimism and Depression instead of Optimism with regard to the Environmental Issues and lauded the Council for Leather Exports for the remarkable performance of the Leather Industry which had shown an impressive growth of over 17%.

Shri Naimur Rahman pointed out that the pessimism prevailing was because of the fall in production by about 25% and said that in these times our mantra should be "Restoring Confidence and Regaining Positive Thinking." While acknowledging that the industry did have problems to face, he opined that it must capitalize when there was a revival of the market. He said that we must think about ways to 're-engineer' the entire product and advocated 'positive thinking' to encash 'crisis' into an 'opportunity.'

He expressed his optimism in reviving the Tanneries in 'full swing' within six months with the Environmental Protection in place and sought the co-operation of all the members in this effort.

In conclusion, he appealed to all the members to exploit the opportunity and gain from the "trends" being presented by CSIR-CLRI.

The distinguished dignitaries were then felicitated with shawls.



Shri R Ramesh Kumar, IAS, Executive Director, Council for Leather Exports in his Key-Note Address recalled that this was his first visit and expressed his regret for not being able to attend other programmes in this region due to his other pre-commitments. He also fondly recalled the advice given to him by Shri VP Naimur Rahman to visit the various clusters in the country and familiarize himself with their strengths and problems. He said that CLE was trying its best to help all clusters in addressing their problems and stated that it was indeed a Herculean task.

He complimented the Southern clusters for religiously following the norms prescribed through the ZLD initiative (the best technology in the world) and stated that the 'best' always comes with a cost. He also advocated that we must follow the 'right process' and stick to the fundamentals. He also stated that CLE was organizing meetings and seeking the help of third parties to address issues in the various clusters. He also lauded CSIR-CLRI's association with the CLE in this endeavour and said that there was no other body in the world like CSIR-CLRI and we were lucky to have them with us. He also reflected on their interventions in Iran, Ethiopia and South Africa and said that they were an asset to the Industry and were instrumental in putting India in the International leather Map.



Shri Ramesh Kumar highlighted three problems facing the Sector and dwelt on them. The first he said was **POWER** and in this connection he informed that the local MLA had represented to the Chief Minister of Tamil Nadu and this would stabilize shortly. He then referred to **LABOUR** which he said was relating to Skill both Local and National. He also pointed out that 2.5 million people were working in this industry and were drawn from socially and educationally challenged sectors of the population. He pointed out the importance of imparting them with Skill sets and empowering them further. He opined that 'the faster we run and adapt, the more we can excel.' He then spoke about the **IDLS scheme**

which, in his opinion, was not being utilized fully and properly. He emphasized that the plan outlay for this had increased enormously during the current plan period and the Government was considering the Leather Sector as a focus sector. He appealed to the Industry Members to strive for positive growth and maximum achievement of Big Targets to be set so that we can all run for it.

The Executive Director, CLE emphasized that the “**Opportunity is Tremendous**” and we must gain from it. He also added that the CLE was sensitive to the Industry issues and assured to stand united with them and provide it greater strength.

Shri PR Aqeel Ahmed, Regional Chairman (SR), Council for Leather Exports in his Special Address, stated that Vaniyambadi was his Home Town and he deemed it to be a pleasure to be present at the programme. He went down Memory Lane and recalled that his journey in the Leather Industry started in 1984 and he had completed 30 years in this industry with the icing on the cake being the Regional Chairman (SR) for four years.



He said that in the Year 2013, everyone feared that it was going to be a bad year for the Leather Industry, but the Leather Industry of India has really seen a tremendous growth of 17%. Quoting Statistics, he informed that in dollar terms, the growth has been Finished Leather: 15%, Footwear: 22% Leather Garments: 6%, Leather Goods: 14% and the overall growth in dollar terms had been 16.75%. He applauded this excellent growth rate of the industry.

Shri Aqeel Ahmed pointed out that of the total Southern Region Members registered with the Council for Leather Exports members from the Vaniyambadi Cluster accounted for 6.5 percentage only.

The Regional Chairman (SR) also informed the gathering that a proposal to upgrade and strengthen the existing ZLD system in the Vaniyambadi CETP was submitted to DIPP at a total project cost of Rs.59.85 crore and all were working hard and were confident that the VANITEC proposal for ZLD upgradation would be sanctioned soon.



He also lamented upon the bad publicity for Tamil Nadu due to public agitation and urged the members to continue to use the ZLD and comply with the standards set.

Shri Aqeel Ahmed emphasized that one the main purposes of the Awareness Programme in Vaniyambadi was to express the importance of Skill Development in the Leather Sector. In this context, he stated that the Council had taken keen initiatives to form Leather Sector Skill Council (LSSC) and the National Skill Certification and Monetary Benefit Scheme which is known as STAR Scheme was announced by the National Skill Development Council (NSDC). He also said that the Executive Director of CLE was actively involved and was closely monitoring the implementation of STAR scheme in various segments of leather industry across all regions so that the target of training 2 million people by 2020 could be achieved. He also informed that so far, in the southern region, about 450 workers were trained in 14 different units and about 100 workers were being trained in 3 units.; 7 units had been enrolled under the scheme and training would commence soon. According to the Regional Chairman (SR), this was not a big number compared to number of units and production capacities available in Southern Region and stated that membership to this endeavour must increase from the Ambur-Vaniyambadi belt. He also congratulated Shri Habib Hussain, Director, Leather Sector Skill Council and the Executive Director, CLE for achieving 8th Rank for LSSC (up from 24th Rank, held earlier). He requested all the members to take part in this programme.

The Regional Chairman (SR) opined that a 'Measure of Success' was Branding and he hoped that Vaniyambadi would establish a World Brand in "Sheep skins" as they make the Best SHEEP SKINS in the World. He said the mantra should be "Team Together, Dream Together!" Sharing his experience, he said that one should 'Love one's Customer and should Marry One's Customer.'

Shri Aqeel Ahmed was effusive in his praise for Shri M Rafeeqe Ahmed, Chairman, FIEO for being the real spokesperson of the Industry and stated that he was an 'Incredible Gentleman' and placed on record his invaluable service to the Leather Industry.

He also welcomed Team CSIR-CLRI and said that all were eagerly anticipating the Trend presentation from them.

This was followed by presentations on:

1. IDLS Scheme: by Shri Faiyaz Ahmed, Assistant Director, Council for Leather Exports
2. STAR Scheme: by Shri Rajesh, Consultant, LSSC



On this occasion, CSIR-CLRI presented the MODEUROP Colour Trends for the Spring Summer 2015 and Autumn Winter 15/16 season.



'First from LE CUIR' was released by **Shri PR Aqeel Ahmed, Regional Chairman (SR), CLE** in the august presence of **Shri R Ramesh Kumar, IAS**, Executive Director, CLE; **Shri VP Naimur Rahman**, Trustee, VTA; **Shri T Mohamed Mubeen**, Hony General Secretary, VTA; **Shri TG Deenadayalan**, President, VTA and **Shri P Mohamed Yousuf**, Managing Director, VANITEC.

Shri Md Sadiq, CSIR-CLRI then commenced his Trend presentation by weaving an interesting example of how to try our hands on INNOVATION through the various offers being given by Pizza companies to increase their sale.

He recalled the TAJ MODEUROP Colour Club Meeting held in Agra in November 2013 and quickly recounted the Pre-Selection, Review, Colour Voting, Trend Presentation, Colour Selection and Colour Christening processes that ultimately led to the MODEUROP Colour Card for the Spring Summer 2015 season.

He then took the audience through a Review of A W 14/15 at LE CUIR & LINEAPELLE where he pointed out that Metallised surfaces and high-impact finishes were the overriding theme of the trade fair which had gloss, shimmer and shine – rich, luxurious and glamorous. He also informed that Embossing was big and laser-cut materials were in vogue. Talking of colours, he said that "Back to Reality" would also be a big theme next winter and stated that the General opinion was that the next winter season would once again focus on black. He then went on to name the 'TOP COLOURS' for the Autumn Winter 14/15 season.

Shri K Dayalan, CSIR-CLRI demonstrated the Leathers of the various Colour Groups as well as the Top Colours and showcased the textures and finish of these leathers for a better visual understanding of the colour themes for the season in address.

Talking of the TRIAD of Colours for S/S 2015 The themes and colours conceived for S/S 15, he said that they are multi-faceted and full of excitement even though they may cause some confusion at first glance and gave details of the three colour groups namely Logical, Emotional and Natural. He also highlighted that there were 513 Leather/ Colour proposals from 18 Indian Tanneries for the Spring Summer 2015 season and went on to describe the textures of the leathers for the season and he was ably supported by Shri K Dayalan who demonstrated and showcased these leathers to the gathering. He also informed the audience that in the Shoes & Accessories category, 17 out of a total of 21 colours selected as 'MODEUROP' featured from Indian leather/ colour proposals and in Leather Garments

7 out of a total of 9 colours selected as 'MODEUROP' featured from Indian leather/ colour proposals.

Shri Sadiq then presented a quick update from LE CUIR Trends for the Spring Summer 2015 season and said that Team MODEUROP described the 'Meeting in Paris' as very good and beautiful: the colours and messages were very near to the Modeurop colours, but the ranges were not in colour families - except the blue range - they were divided up in pastels, medium and dark ranges. He added that:

- atmospheric decorations,
- aqua colours,
- tender shimmer,
- discreet metallics,
- silver nuanced,
- fresh Summer Colours, also summer darks (exotic jungle spirit)

were seen at Le Cuir in Paris.

MEGA Trends included perforations/ laser cuts/ graphics, 3D virtual expressions, Fantasy and lavish extravagance, Braids and the Trends included Neoprene, bonded, padded and Floral motifs.

In the final part of his presentation he dwelt on the AW 15/16 Colours for which the Curtains were raised on 12th February 2014 and presented the Calendar of Events for the MODEUROP Autumn Winter 15/16 season. He then described in detail the 'Evolution of Colours for Autumn Winter 15/16 season' through a season by season tracking over the previous seasons of the various colours. He also invited the industry to be members of the India Design Club for ideas ahead of time Ideas exclusively on www.indiadesignclub.com (url sponsored by M/s Bachi Shoes Limited).

In conclusion, with 14 days to LINEAPELLE in Bologna, Italy and 33 days to APLF Fairs in Hong Kong, Shri Sadiq requested the Members, who had gathered in large numbers, to gear up with the Leathers & Materials for the Spring Summer 2015 season for exposition at these Fairs.



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Members at the 'showcase' by CSIR-CLRI



Members interacting with Team CSIR-CLRI and taking a close look at the 'New Leathers & Colours' for the MODEUROP Spring Summer 2015 season.

In conclusion, Shri K Abdul Sattar Khan, Regional Director (SR), Council for Leather Exports proposed the Vote of Thanks.



In his address, the Regional Director thanked the Regional Chairman (SR) for his keen interest in the development of the Vaniyambadi cluster and also for his presence and the words of wisdom.

He thanked the Executive Director, CLE for his focus on organizing 'cluster-centric' awareness programmes and for spelling out the nuances of the various CLE schemes for the welfare of the members of the Vaniyambadi region.

He also thanked Shri T Mohamed Mubeen, Shri VP Naimur Rahman, Shri TG Deenadayalan and Shri PM Yousuf from VTA and Vanitec for mobilizing such good participation and also for facilitating the CLE Awareness programme in Vaniyambadi.

He also thanked all the dignitaries and members present for their valuable participation.

He thanked Team CSIR-CLRI, Team LSSC and Shri Faiyaz from CLE for the fine presentations.

The Programme concluded with lunch.